

Streamlining Marketing And Investment Returns Of An Online Travel Agency



ABOUT CLIENT

Headquartered in New Jersey, USA, the online travel agency has been a prominent player in the travel industry for over a decade. Specializing in crafting personalized travel experiences, the agency offers a comprehensive suite of services. These include the creation of custom travel itineraries, a user-friendly online booking platform, and the expertise of experienced trip planners or guides. Notably, the company distinguishes itself through its commitment to environmental responsibility, known for its green travel initiatives and a steadfast emphasis on promoting responsible and sustainable tourism practices.

PROBLEM STATEMENT

Despite having a fair marketing budget, the client faced these challenges:

Inadequate Revenue Growth: Even with an increase in marketing spending to \$13K, the client's revenue only saw a slight \$0.2 million uptick.

Heavy Dependency on Marketing: The client heavily relies on marketing activities to generate sales leads, competing against giants like Expedia, Booking.com, Kayak, and other OTAs and meta-search firms.

Lack of Cost-Effectiveness: The client was looking for solutions to reduce the escalated marketing expenditure without compromising the boost in sales, aiming for a more cost-effective approach.

Heavy Competition: The client faced the challenge of competing with well-established industry leaders who have substantial market share and resources.

Unmet ROI expectations: The client was seeking a strategy to maximize the return on investment (ROI) for the increased marketing budget while maintaining sales numbers.

SOLUTIONS

Our data experts worked closely with the client to understand their situation and curated custom data solutions for them.

Reallocating Marketing Budget: We understood the importance of marketing for acquiring new customers. Our approach involves smartly reallocating the budget from non-performing channels to high-quality lead sources.

Data Warehousing: Our data experts designed a data warehouse to consolidate data from multiple sources. We also set up an AWS server to centralize data, including Zopim chat data, Right Signature data, CRM sales data, marketing expenditure data, and call logs.

Data Visualization: We transformed data into structured tables/charts/interactive visuals within the central data warehouse and utilized the "Mirror" platform for data exploration, enabling insights into trends, correlations, and anomalies.

KPIs Identification and Monitoring: Assisted the client in KPI identification for optimizing marketing budgets, focusing on:

1. Channel-wise GPM Earned Per Dollar Spent.
2. Lead Conversion Quality for each channel.
3. Conversion cycle for each channel.
4. Acquisition vs. Re-engagement cost.

Identified high and low-performance channels, guiding cost optimization decisions.

Utilized channel conversion cycle and Adstock Rate to meet desired results within expected timeframes.

Industry

Travel and Tourism

Products used

Data Visualization

Functionality Enable

Data science

Impact

30%

Reduction in the monthly marketing budget

Enhanced Audience Targeting

Cost Optimization

Slight Revenue Reduction

Real-time Results

pro tip

Focus on highlighting data on latest trends, patterns, and insights that inspire travel, tell a story or solve a problem.

Take the next step

Want real time marketing results in your industry ?

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